

JULY'S GREAT ATTRACTION

Thousands of Women Are Ready for Brandeis Stores Semi-Annual Event.

UNRESTRICTED CHOICE-OF-THE-HOUSE.

In every home in Omaha and vicinity, where women heed fashion and appreciate quality, there is one merchandise event in each season that stands without rival.

The great reason to wear section on the second floor is devoted to this sale. No garment can be laid aside until the day of the sale, so on the appointed morning the throngs of women enjoy an equal opportunity in selecting the most exquisite dresses and wraps from the most complete stock in all the west.

Ice Men Must Not Let Spite Interfere With Deliveries

Mayor James C. Dahman has issued orders to John Grant, city assessor of weights and measures, instructing him to compel ice dealers to deliver ice to consumers regardless of personal apites.

The Society Bee-Hive

BY MELLIFICIA. Thursday, July 17, 1913.

AN ENJOYABLE family reunion is being held at the home of Mr. and Mrs. Edward Updike. Their son, Mr. P. H. Updike, and Mrs. Updike and two children have arrived from Los Angeles, to spend a few weeks here before going abroad for a year.

At Carter Lake Club.

Mr. and Mrs. Ben Marsten entertained at dinner last evening, when they had as their guests Miss Hull, Miss Mary Marsten and Mr. William Huston.

At Happy Hollow.

Mrs. W. O. Henry was hostess at a luncheon today for Miss Renne Redman of Salt Lake City, guest of Mrs. J. E. Taylor and for Mrs. Le Munyon of Cheyenne, guest of Mrs. E. C. Henry.

Basement 59c Foulards at 29c a Yard. Brandeis Stores. The Unsettled Tariff Conditions Have Enabled Us to Buy 60,000 YARDS OF NEW WASH FABRICS AT LESS THAN ONE HALF ITS ACTUAL VALUE.

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Eastern manufacturers of cotton goods are uneasy over the unsettled tariff conditions and many are disposing of their stocks on hand at a sacrifice rather than risk carrying them over.

THIS SENSATIONAL PURCHASE ALL ON SALE FRIDAY--BASEMENT

White Goods at 10c Yd. 25c and 35c White Goods, 12 1/2c Yd. White Goods at 7 1/2c Yd. Two cases 36 inch wide plaid and checked madras shirting, a quality that sells everywhere at 20c a yard.

Remnants of Wash Fabrics. Hundreds of remnants in jacquards, voiles, batistes, ratines, etc., in lengths from 3 to 8 yards, worth up to 30c a yard, at, per yard 10c.

EMBROIDERY SALE. Choice lots from the entire overstock of a well known New York importer, bought for less than 1/2 its actual value.

6 Big Specials in Basement Ready-to-Wear Section Friday. Children's Rompers—plain colored, worth 19c, at 10c.

BRANDEIS STORES

Great Food For Children. You can't give your children Faust Spaghetti too often—it is one of the few foods that is extremely nutritious and very easily digested.

Thinking of Your Vacation? Plan to Go East. See what the Great Lakes Region and Atlantic Coast has to offer you. Innumerable varied attractions await you both in the cosmopolitan cities and at the attractive seaside resorts.

Celebrate Pearl Wedding Anniversary. Celebrate Pearl Wedding Anniversary. Captain and Mrs. Michael Dem Frey.

For Saturday We Announce A Great Clearing Sale. Of Misses', Juniors' and Children's Summer Dresses. Thousands of them for selection in tremendous assortments of clever designs.

William Hanger is Being Held in City Jail; Wife Fears Him. William Hanger, paroled convict of the penitentiary, who was arrested soon after he came to Omaha, because his wife, who fears him, received an anonymous letter, is still in the city jail.

Two and Half Million Acres of Homestead Entries in Last Year. The Burlington has received notice from the general land office that for the fiscal year ending June 30, 1913, 2,500,000 acres of homestead entries were made on lands tributary to the company lines in Nebraska, Colorado and Wyoming.

Two Millions of Cantaloupes Come on Special Trains. There are enough cantaloupes in Omaha so that if they have the money with which to buy, every man, woman and child can have a half dozen or so.

NEW WESTON HOTEL. Madison Avenue & 49th Street NEW YORK. One block from Fifth Avenue and within easy walking distance of Theaters, Shops and Clubs.